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International Update: Barcelona, Spain's Dynamic Publishing C
Graphic Novels: A Burgeoning New Phenomenon • A Candid Talk with Bernie Rath
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Publishers Weekly

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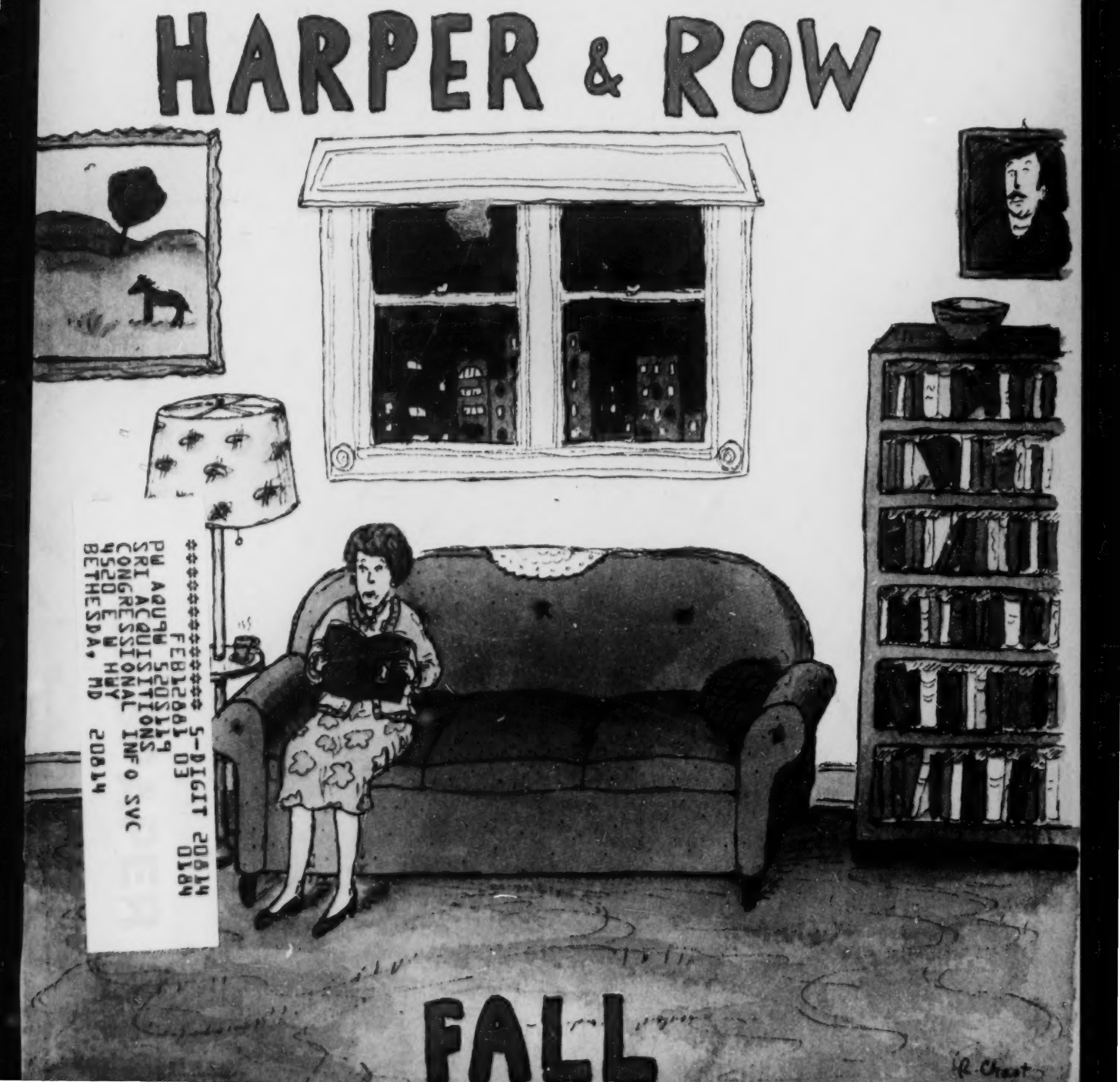

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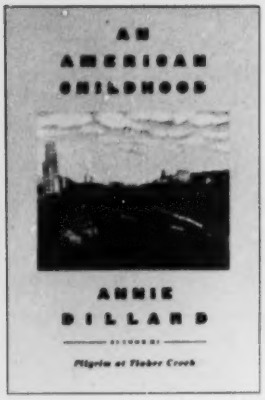

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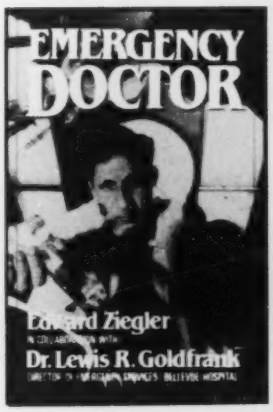

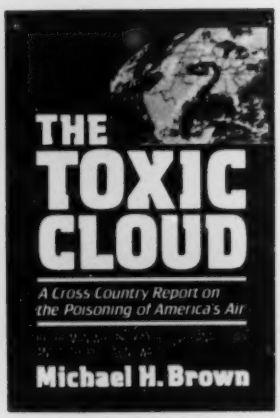

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FEATURE

International Update

Revival in Barcelona 29

The Spanish publishing capital is bustling with new activity and new imprints—a lively market for quality books from everywhere
by Herbert R. Lottman

DEPARTMENTS

NEWS OF THE WEEK 20

Supreme Court Fine-Tunes Third Part of 'Miller' Test

Wolfe and Fine Form Mass Market Company

ABA to Have Record Attendance

CVBC Executives Hail Random House Takeover

2000 to Attend Paris Meeting On Desk-Top Publishing

Hubbard Awards, Three Years Old, Find Sanction

Cross Currents

Edgar Allan Poe Awards

Waldenbooks to Hold Three-Day 'Mini-ABA' at Its Home Office

TRADE NEWS 45

Graphic Novels: The Latest Word in Illustrated Books

AUDIO/VIDEO PLUS 49

Random House Buys Warner Audio for Second Audio Line

S & S Adds Nightingale-Conant Audio Line

BOOKSELLING & MERCHANDISING 56

ABA's Rath Addresses Bookselling Issues: The American Booksellers Association head reflects on the demise of BOS and future challenges facing the organization

PW INTERVIEWS 58

William McPherson

FORECASTS 60

Nonfiction 60

Fiction 63

Paperbacks 69

COLUMNS

Highlights 17

Letters 18

Media 18

Calendar 18

People 26

The Gallup Survey 27

International Front 28

Religious Books 51

Rights 52

My Say: Roy Benjamin 54

Index to Forecasts 72

Weekly Exchange 75

Paperback Bestsellers 80

Hardcover Bestsellers 82

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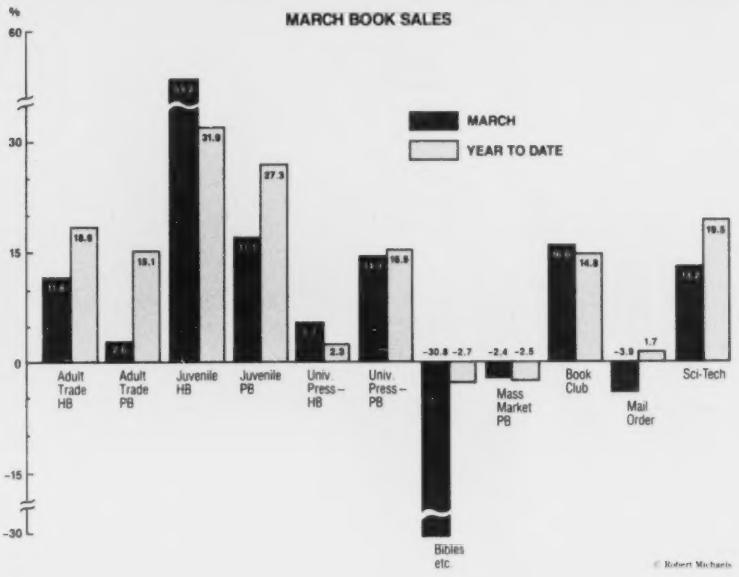
HIGHLIGHTS



***Children's hardcover books** were the star performers in the March sales figures released by the Association of American Publishers, with a gain of more than 50% over the same month last year*

Record Attendance for Washington ABA

More than 20,000 exhibitors, booksellers and others have already registered for the Washington ABA convention, two weeks before it begins, easily eclipsing previous record attendances. *Page 20*

New Look for Obscenity Test

The Supreme Court has refined its *Miller* standard for judging whether an allegedly obscene work has serious literary or artistic value by requiring such judgment by a "reasonable person" rather than by a "contemporary community standard," in a move likely to please publishers. *Page 20*

British Publishers Hail Random Buy

Reaction to the planned takeover by Random House of the British CVBC group was enthusiastic in London, with CVBC executives and other British publishing leaders extolling the greater buying power involved for world English-language rights and the increasing internationalization of publishing. *Page 21*

Wolfe, Fine Launch Mass PB Firm

Former Bantam CEO Louis Wolfe and former Bookthrift president and co-founder Michael Fine have launched Lynx Communications with strong financial backing. Lynx will publish books aimed at the mass market. *Page 20*

Waldenbooks to Hold Own 'ABA'

Waldenbooks, which has withdrawn from the American Booksellers Association, plans its own "mini-ABA" at its Stamford, Conn. headquarters in late June to acquaint its buyers with publishers' fall books and other products. *Page 24*

Women Dominate Book-Buying

The latest Gallup Survey on American book-buying habits shows that women not only buy many more books than men (59% of all books sold in 1986) but dominate such areas as gift books. *Page 27*

Rath: on BOS, Overheads, Wages

In a wide-ranging interview, ABA executive director Bernie Rath discusses the demise of BOS and the problems of escalating rent and salaries faced by independent booksellers today. *Page 49*

Random Buys Warner Audio Publishing

Random House has bought Warner Audio Publishing and will use its backlist as part of a new audio line to be published in addition to AudioBooks. Warner Books chairman William Sarnoff said the Warner operation was not making money and that the audio market had not expanded as fast as they had expected. *Page 56*

EDITED BY LEONARD WOOD

The Books Women Buy

Since 1984, women have consistently comprised a majority of the book-buying public. During any given week in 1986, 56% of the adults who bought a book were women, and this conforms to the pattern observed during 1984 and 1985. In 1986, women bought 59% of all books, with college-educated women accounting for 33% of those purchases. (Women who had completed high school bought 22% of all books in 1986; those with less education bought 4%).

Women also tend to dominate certain aspects of the book market. For instance, female customers in 1986 bought nearly three-fourths (72%) of all gift books. Buyers of romance, children's books, cookbooks and popular fiction are also overwhelmingly female.

Overall, women buy more fiction (49%) than nonfiction (38%), but education affects buying habits. A majority of the books bought by women who did not attend college were fiction titles (56%), while only 34% were nonfiction. Purchases among college-educated women, however, were only slightly more apt to be fiction (44%) than nonfiction (40%).

The most popular fiction category among women is romance—comprising 22% of women's 1986 fiction purchases. For non–college educated women, the percentage was 29%, while among college-educated women it was 16%. In fact, college-educated women are no more likely to buy romances than mysteries, children's books or popular fiction (all, 15%).

The most popular nonfiction titles among all women are reference books (17%) and biographies (16%), but the likelihood of purchase in these categories varies by education. In the category of religion: the college educated made 7% of all purchases, while the others bought 14%. (See table.)

Nearly two-thirds (64%) of books purchased by all women were in softcovers (34% were hardcovers; of those, 40% were bought by the college educated, 28% by the non–college educated). The proportion of softcover purchases was higher among the non–college educated (71%) than among those who attended college (59%). □

PROPORTIONS & TYPES OF BOOKS BOUGHT

Fiction	Proportion of 1986 Books Purchased By:		Total Fiction Books Purchased By:		
	Men %	Women %	Total Women %	College Educated %	Non-College Educated %
Romance	8	92	22	16	29
Mystery/Spy/Suspense	42	58	15	15	14
Popular Fiction	21	79	13	15	10
Children's	13	87	12	15	10
Historical	35	65	8	10	7
Action/Adventure/War	52	48	7	8	7
Science Fiction	60	40	6	7	5
Humor	45	55	4	4	3
Occult/Supernatural	38	62	3	2	3
Western	66	34	3	1	4
Other	N.A.	N.A.	2	2	2
Don't know	N.A.	N.A.	5	5	5
Nonfiction	**Proportion of 1986 Books Purchased By:**		**Total Nonfiction Books Purchased By:**		
	Men %	Women %	Total Women %	College Educated %	Non-College Educated %
Reference/Instruction/Computer	51	49	17	22	10
Autobiography/Biography	49	51	16	15	17
Historical	52	48	9	10	7
Leisure	39	61	10	10	10
Cookbook	19	81	8	8	8
Health/Diet/Exercise	31	69	8	8	9
Home & Garden/How-To	52	48	8	8	9
Religious	45	55	10	7	14
Children's	29	71	4	4	3
Investment/Economics/Income Tax	82	18	1	1	1
Other	N.A.	N.A.	5	5	5
Don't know	N.A.	N.A.	5	3	7

Results are based on 6177 telephone interviews among a nationally representative sample of adult women, age 18 and older, throughout 1986.